

BuildBlock[®]
INSULATING CONCRETE FORMS

BRAND GUIDELINES v1.0
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ABOUT BUILDBLOCK

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BuildBlock Building Systems was formed in 2004 by founder Mike Garrett who led the company until 2017. He pioneered the use of ICFs in Oklahoma. Mike was a top distributor for two other major ICF companies, spent more than 12 years in ICF construction and distribution, and another 15 years in residential and small commercial construction.

BuildBlock ICF forms were created to overcome many of the problems and costs encountered with other ICF forms. Extensive experience building custom homes and small commercial structures over the past 15 years combined with his 12-year involvement in ICF distribution and construction helped lay a solid foundation to create the most installer friendly ICF on the market today.





BUILDBLOCK VISION

To harmoniously use the extraordinary gifts and talents of our Distributors and Dealers to fulfill the goals and dreams of millions of people who want to build better structures as reflected by our motto: "Build it once. Build it for life."

To manufacture one of the most affordable and highest quality Insulating Concrete Forms available in the world today.

To build greatness by providing the resources and services needed for building successful ICF businesses and sustainable ICF structures.

To build an enduring, profitable company while conducting business with Godly character, fairness, and integrity.

BUILDBLOCK VALUES

Integrity

We strive to balance the best interests of our distributors, dealers, customers, employees, and investors in an environment of Godly character and honesty.

Education

We seek to educate the public on the valuable benefits of ICF structures while recognizing that in order to expand the industry, we must educate installers, architects, and engineers in ICF best practices.

Customer Satisfaction

We are committed to building a team of employees that are inspired, empowered, and driven to meet the ever-changing needs of our distributors, dealers, and customers while we seek to distinguish ourselves in the marketplace by delivering exceptional customer satisfaction.

Innovation

We value and invest heavily in innovation while striving to continually expand our product line through the development of technologically advanced products.

Quality

We are committed to producing the finest quality products. We stand by the belief that our brand embodies quality, consistency, user satisfaction, and service.

Profitability

We are committed to the strong work ethic and financial prudence necessary to deliver optimal financial results for our business partners and investors and to ensure a long-term profitable relationship for years to come.

Empowerment

We are dedicated to empowering people to improve and enrich their lives and the world around them.



COMPANY MISSION

We envision a world in which the benefits of energy-efficient, safe, healthy, comfortable and sustainable ICF constructed buildings and homes are brought to millions of people worldwide through the synergy of BuildBlock's ICF Technology and the uncompromising integrity of BuildBlock's team of distributors, dealers, and customers.



LOGO DETAILS

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- 14 Print Positioning

BuildBlock's primary logo is our blue and red *Insulating Concrete Forms* logo 3 colors without dropshadow. Our logo can be used to market materials, signage, presentations and any other media promoting our brand.

Primary Logo
3-Color Without Dropshadow

Registered
Trademark



SECONDARY LOGO USAGE

Secondary logo usage should occur when the legibility becomes a bit too difficult due to the background photo or color clashing of a solid background color. For the best results, we prefer a solid color with either the white or black logo. If you have a darker photo, or the white with a dropshadow should be acceptable and be easily legible.

3-Color Dropshadow



2-Color Dropshadow



Black/White



White Logo Dropshadow

PRODUCT LOGO USAGE

Product logo usage should occur when that particular product is the main focal point. Our 3-color logos for each product are preferred on a legible solid background color. If the color version is not usable then a single color black or white logo should be used.

BuildBlock[®]
INSULATING CONCRETE FORMS

BuildShield[™]
ICF TERMITE & FIRESTOP PROTECTION

BuildCrete[™]
ICF WALL & POOL FINISHING SYSTEM

BuildLock[®]
INSULATING CONCRETE FORMS

ThermalSert[™]
ICF INSULATION INSERT PANELS

BuildBrace[™]
ICF ALIGNMENT SYSTEMS

BuildDeck[®]
ROOF & FLOOR SYSTEM

GlobalBlock[™]
THE ALL FOAM ICF

BuildRadius[®]
ICF WALL & POOL RADIUS FORMS

BuildBuck[™]
ICF DOOR & WINDOW BUCKING

HardWall[™]
INSULATED CONCRETE FACED WALLS

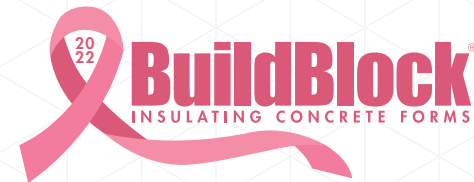
UNIQUE LOGO USAGE

These are rare case scenario logos that should be used if the occasion arises. These will not be used often. Please refer to our primary logo first, followed by the secondary logo options before considering using these. If you have questions about these, please contact us!

BB-BS 4-Color



BB-ICF Breast Cancer

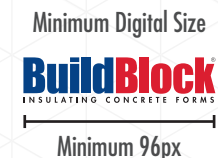
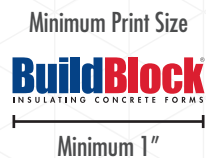
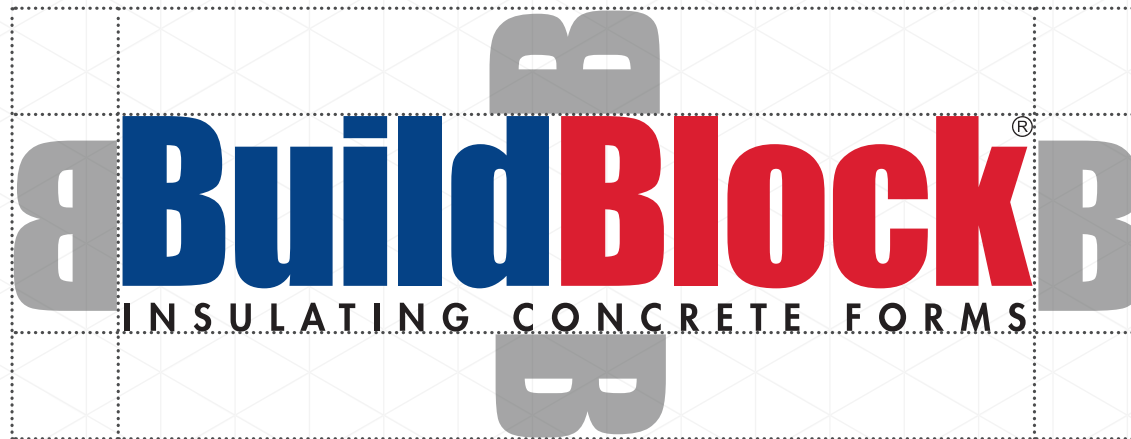


White/Black



LOGO SPACING

The safe space around our logo can be implemented by the capital letter B. No other copy or logo should overlap the safe space area around our primary logo. This is to ensure legibility for our brand and others we partner with.



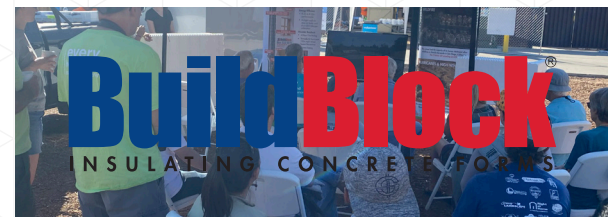
LOGO APPLICATION

BuildBlock's primary logo is blue and red with the "Insulating Concrete Forms" logo of 3 colors. Our logo can be used to market materials, signage, presentations and any other media promoting our brand.

○ BACKGROUNDS:
Always place the logo against an appropriate solid background color to ensure legibility.

✗ CLASHING COLORS:
Do not place on a clashing color that creates a harsh or hard to read appearance. Doing similar colors to ensure the logo is not hard to read.

✗ PHOTOGRAPHY BACKGROUNDS:
Do not place over a busy background image that makes it hard to read. It is acceptable to place over certain photos that allow it to be easily legible. Use a secondary logo to help the logo stand out on an image.



LOGO TREATMENT

BuildBlock's primary logo should not be vandalized with any modifications that alter any part of the logo including color, distortion, type, etc.

DO NOT: Change Logo Mark

Do not resize or change positions of any logo elements.

DO NOT: Change Fonts

Do not use any other typeface. Even if it is very close, do not replace it in any way, shape or form.

DO NOT: Change Sizing

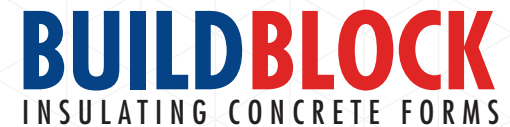
Do not stretch the logo horizontally or vertically in any way. Any resizing must retain its proportions.

DO NOT: Change Element Colors

Do not change the colors, even if they are similar, other than what is specified with our brand guidelines.

DO NOT: Change to a Typeset Logo

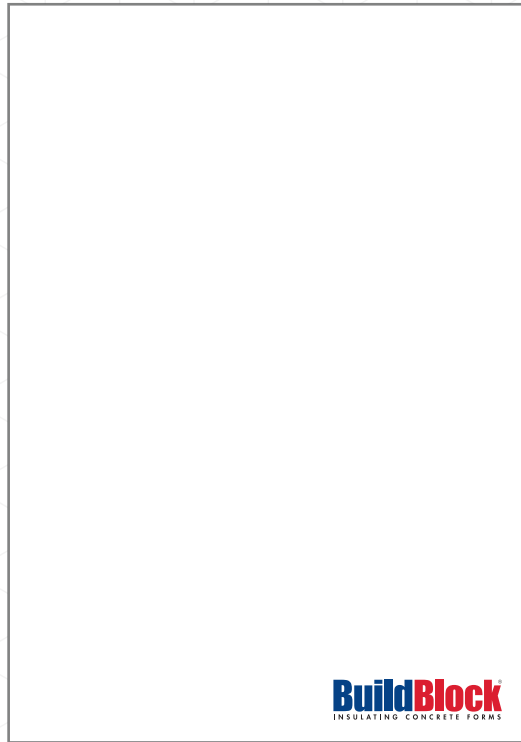
Do not use our logo in typeset format.



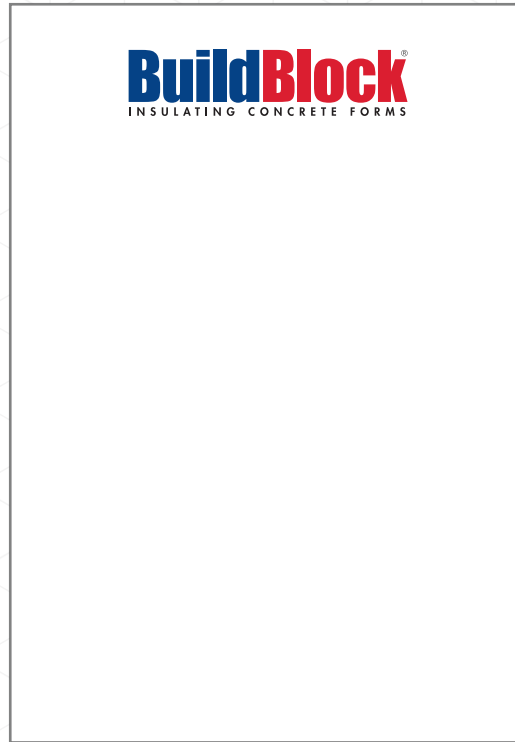
PRINT POSITIONING

Some examples of where our logo can go on outreach materials:

Flyers, Handouts, Guides



Magazine Ad, Manuals, Cover Pages, Ads



Brochures



TYPEFACE/FONT

- 17 Impact Typeface
- 18 Examples and Usage

Futura Std

Bb Bb

Headers:

Most of our headers and sub-headers are **Heavy** and with a few exceptions to Medium Condensed. This typeface will generally be used for the titles of flyers, brochures, backdrops, etc.

Body of Text:

Body text will be Futura Std Medium or Book. It allows for the type to be easily legible and easy to follow.

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

TYPEFACE/FONT



Impact

Bb **Bb**

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Logo:
Our Primary wordmark of our logo **Impact** typeface.
This typeface is only used as the wordmark.

EXAMPLE OF TEXT LAYOUT

01 Example (Preferred)

Header (Futura Std Heavy)

Sub-Head (Futura Std Heavy)

Nimaiorem quis moloribus es poribus porro tem am qui alistrumet ipidebit oditi voluptit maiorep eremporepudi blabor re ilique am, ent es dolorepudi cus, sani to omnis ad que volum fugiasit lat ut lis ut aut rae dipis ea. (Medium)

02 Example (Alternate)

Header (Futura Std Heavy)

Sub-Head (Futura Std Medium Condensed)

Nimaiorem quis moloribus es poribus porro tem am qui alistrumet ipidebit oditi voluptit maiorep eremporepudi blabor re ilique am, ent es dolorepudi cus, sani to omnis ad que volum fugiasit lat ut lis ut aut rae dipis ea. (Book)

COLOR PALETTE

18 Acceptable Colors

PRIMARY COLORS:



C 100%
M 83%
Y 19%
K 5%

R 2
G 67
B 135

PANTONE 280 PC
HEX: #024387



C 14%
M 93%
Y 100%
K 4%

R 203
G 55
B 39

PANTONE 1797 PC
HEX: #CC3300

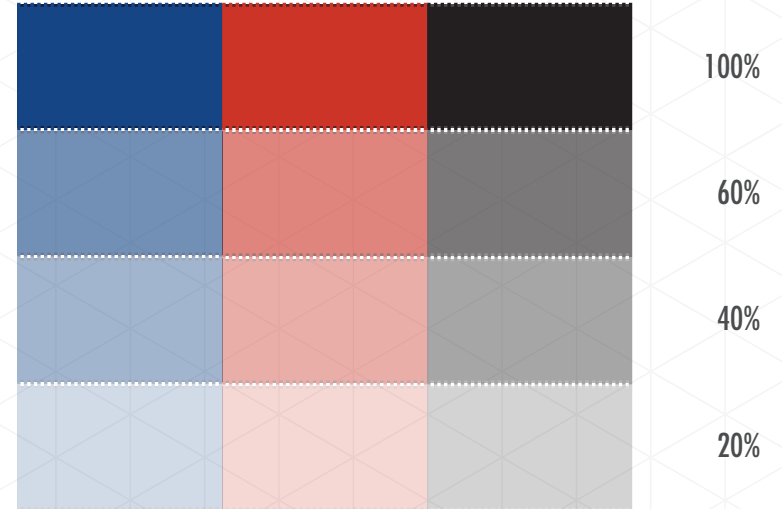


C 0%
M 0%
Y 0%
K 100%

R 0
G 0
B 0

PANTONE Black
HEX: #000000

OPACITY OF PRIMARY COLORS:

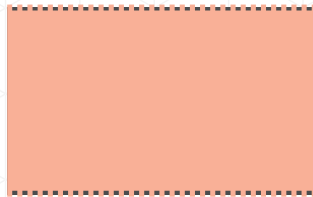


BuildBlock[®]
INSULATING CONCRETE FORMS

ACCEPTABLE COLORS



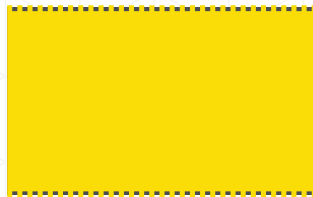
C 0% **R 247** **PANTONE 715 C**
M 51% **G 146** **HEX: #F79220**
Y 99% **B 32**
K 0%



C 0% **R 255** **PANTONE 162 C**
M 37% **G 178** **HEX: #FFB298**
Y 36% **B 152**
K 0%



C 60% **R 111** **PANTONE 7682 C**
M 34% **G 148** **HEX: #6F94BA**
Y 13% **B 186**
K 0%



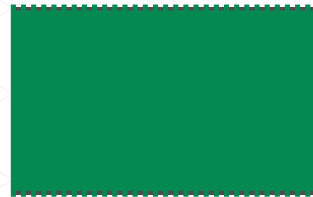
C 2% **R 253** **PANTONE 108 C**
M 9% **G 221** **HEX: #FFDE00**
Y 100% **B 0**
K 0%



C 4% **R 255** **PANTONE 100 C**
M 0% **G 255** **HEX: #FFFF68**
Y 71% **B 104**
K 0%



C 11% **R 214** **PANTONE 1665 C**
M 86% **G 70** **HEX: #D64600**
Y 100% **B 0**
K 2%



C 87% **R 0** **PANTONE 7725 C**
M 22% **G 137** **HEX: #008953**
Y 87% **B 83**
K 8%



C 66% **R 90** **PANTONE 7723 C**
M 2% **G 184** **HEX: #5AB86F**
Y 76% **B 111**
K 0%



C 66% **R 100** **PANTONE 370 C**
M 26% **G 140** **HEX: #648C1C**
Y 100% **B 28**
K 9%



C 42% **R 159** **PANTONE 577 C**
M 13% **G 186** **HEX: #9FBA6F**
Y 71% **B 111**
K 0%

ICONOGRAPHY

BuildBlock has created unique icons to communicate and identify elements, concepts, construction attributes, and more.

When using our icons, they must be placed legibly. Icons typically work best on a solid white background or little to no texture background. Stay clear of photo backgrounds if the icon is hard to read.

Scale proportionatly and do not skew, stretch or rotate the icons.



PHOTOGRAPHY

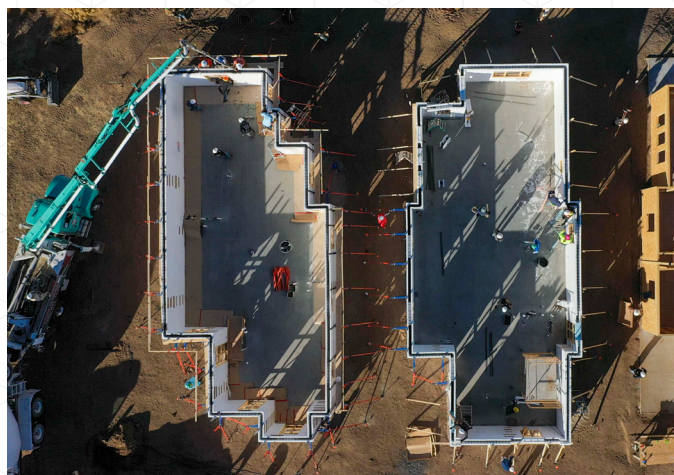
20 Informative Photography

BuildBlock's imagery and photography demonstrates our brand's intent and product's focus. Our products can be used to accomplish any project or design. We take pride in showing, not just telling. Let your imagination take your project to new heights. Our photos aim to best educate those interested in BuildBlock ICF construction across many construction sectors. If shooting photos of BuildBlock products in the field, try and capture images that show the action of the products being used or wide angle shots of the project itself.



INFORMATIVE PHOTOGRAPHY

You can never go wrong with too many photos. Every angle and every scenario is useful for educational purposes, advertising, and reference images. With our photos, we try and show each part of the building progress; telling the story from start to finish. From the foundation to the final interior shots and each step in between. Our goal is to clearly show anyone interested in building with BuildBlock ICFs how simple and straightforward using BuildBlock products are at any skill level. Let us guide you to the future of energy-efficient, comfortable, resilient, and safe construction.



CONTACT US

Find Us at BuildBlock.com

If you have any questions about our brand guidelines, feel free to reach out to our Marketing Department at marketing@buildblock.com.

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BuildBlock[®]

INSULATING CONCRETE FORMS

BuildShield[™]
ICF TERMITE & FIRESTOP PROTECTION

BuildCrete[™]
ICF WALL & POOL FINISHING SYSTEM

BuildLock[®]
INSULATING CONCRETE FORMS

ThermalSert[™]
ICF INSULATION INSERT PANELS

BuildBrace[™]
ICF ALIGNMENT SYSTEMS

BuildDeck[®]
ROOF & FLOOR SYSTEM

GlobalBlock[™]
THE ALL FOAM ICF

BuildRadius[®]
ICF WALL & POOL RADIUS FORMS

BuildBuck[™]
ICF DOOR & WINDOW BUCKING

HardWall[™]
INSULATED CONCRETE FACED WALLS